

10 TRUTHS ABOUT

PLASTICS

PLASTICS GIVE US A LOT,
BUT SEEK VERY LITTLE IN RETURN

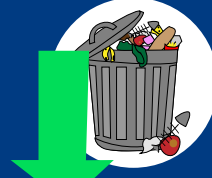
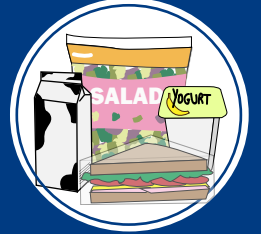
1 PLASTICS ARE COMPLETELY SAFE MATERIALS FOR OUR HEALTH

Plastics comply with the most demanding legislations and regulations at international, European, and national level. It is the material which is most subject to security controls worldwide.



2 PLASTICS KEEP FOOD FRESH and AVOID FOOD WASTED

Ecodesign and innovation in plastic packaging allow us to consume food in a safer and more comfortable way as well as in better conditions. Moreover, they contribute to reduce food waste, to extend the shelf life of products and to preserve their quality for longer



Thanks to the use of suitable packaging, food waste is:

EUROPE → 3%

DEVELOPING COUNTRIES (which use less packaging) → Reaches 40%

The necessary amount for packing



is 4 times less

if the material is made of PLASTIC

The lightweight of packaging lowers

50% the number of journeys



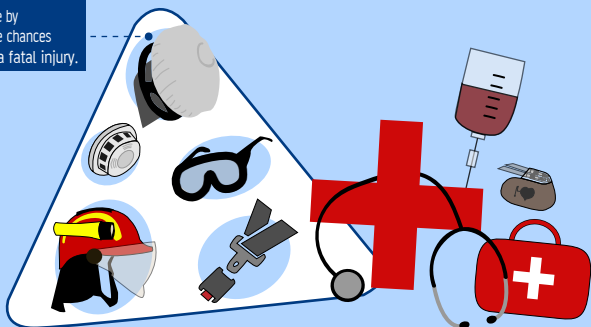
less fuel! less CO₂ emissions

3 PLASTICS SAVE LIVES

Modern medicine cannot be understood without plastics: advanced surgery technologies, scaffolds for the development of organs, disposable hygienic material, bionic applications, material for blood donation, transportation of basic supplies to the whole world.

Plastics also play a key role in home security systems, anti-fire technologies, firefighters equipment, as well as in passive safety in cars with airbags and seatbelts, which are also made of plastic.

Airbags reduce by up to 20% the chances of suffering a fatal injury.



4 PLASTICS: MOST OF ITS APPLICATIONS ARE DURABLE

60% of products made from plastic last from 5 to 50 years, or even more, such as some applications in the building & construction sector.

Thanks to the durability of plastics, it is possible to make great resource savings. For instance, plastic housing insulation save 250 times more energy than was used to produce it.

60% PLASTIC PRODUCTS

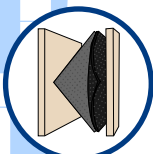
+5 years

APPLICATIONS CONSTRUCTION



+50 years DURABILITY

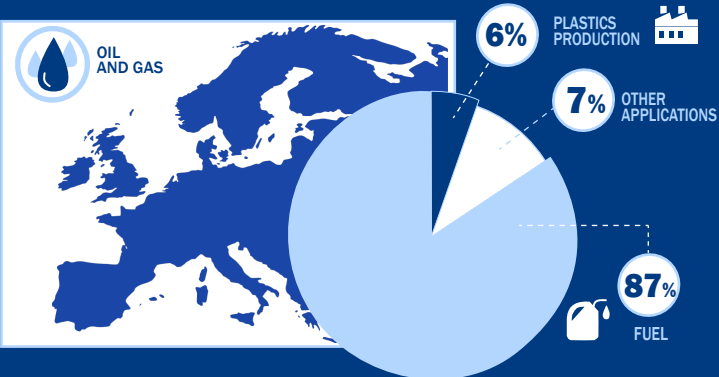
PLASTIC INSULATION



SAVES 250 times +ENERGY

5 PLASTICS DO NOT DEplete OIL RESERVES

- Only 4% to 6% of the European consumption of oil and gas is employed in the production of plastic materials.
- More than 87% of oil is used as fuel for transportation and heating.

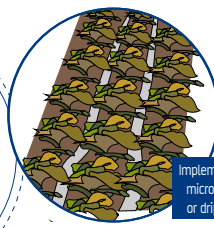


6 PLASTICS SAVE WATER, ENERGY AND CO2 EMISSIONS

AGRICULTURE SECTOR

Implementation of micro-irrigation

Saves from 30% to 60% of WATER compared to traditional irrigation



Implementation of micro-irrigation or drip irrigation

TRANSPORTATION SECTOR

THANKS TO PLASTICS, CARS EMIT -CO₂

On average, a new CAR is made of 15% PLASTIC COMPONENTS

This can save 750 LITRES OF FUEL IN 150.000KM



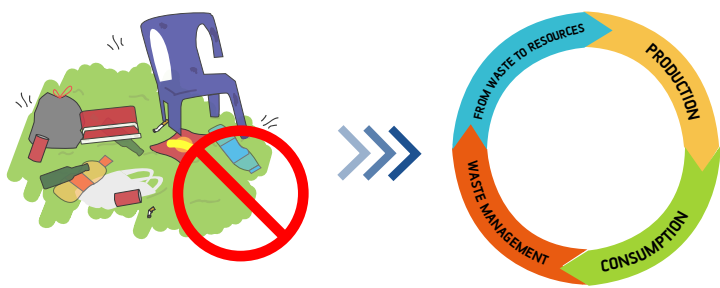
PLASTIC COMPONENTS OF PLANES

lighten the weight and save 20% OF FUEL



7 BANNING PLASTIC PRODUCTS IS NOT THE SOLUTION TO LITTERING

Banning plastics and foregoing the advantages and benefits that these bring to society is not a realistic and effective solution to littering. The solution involves AWARENESS. In order to take full advantage, we must stop the leakage into the environment of any type of product, not only plastic products.



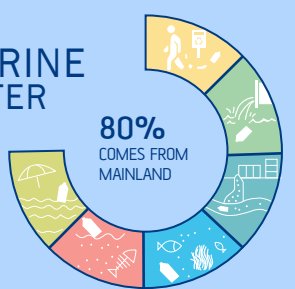
7 out of 10 Spaniards think that banning is not the solution

8 THE SOLUTION TO MARINE LITTER LIES IN YOUR RESPONSIBLE BEHAVIOUR

Good management of waste is crucial for reducing marine litter

MARINE LITTER

80% COMES FROM MAINLAND



96%

96% of Spaniards think that the most effective measures against littering are education and awareness campaigns, combined with an increase of the number of containers and a more frequent collection.

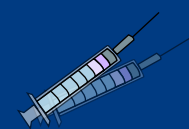
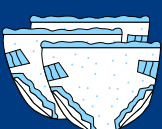
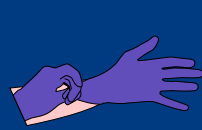
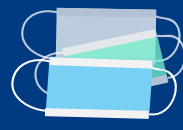
9 SINGLE-USE PLASTICS: INDISPENSABLE IN SOME APPLICATIONS

The value of plastics goes beyond its useful life. They can be recycled and, in case that is not possible, used as an alternative source for renewable energy. Moreover, single-use plastic applications meet our demands and needs. These are INDISPENSABLE for:

HYGIENE

SAFETY

FOOD PRESERVATION

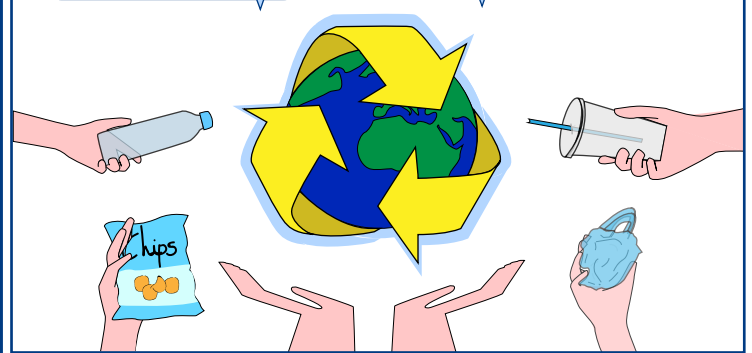


10 REDUCE REUSE AND RECYCLE IS EVERYONE'S RESPONSIBILITY

Plastics are recyclable materials which contribute to Circular Economy. In order to be recycled, it is important that you manage them correctly:

SEPARATE WASTE PROPERLY

DO NOT LITTER



You are part of the solution

DO NOT BLAME PLASTICS

IT TAKE ACTION!

#DoNotBlamePlastics